



DEPARTMENT OF PLANNING
STAFF REPORT

PLANNING COMMISSION PUBLIC HEARING

DATE OF HEARING: December 17, 2009

ZMOD 2008-0013, Safeway Signs at Sterling Plaza Comprehensive Sign Package

DECISION DEADLINE: January 5, 2010

ELECTION DISTRICT: Sterling

PROJECT PLANNER: Mike Elabarger

EXECUTIVE SUMMARY

Safeway, Inc. of Lanham, Maryland, has submitted an application for a special exception to modify Sections 5-1204(D)(3)(c) and 5-1204(D)(3)(d) of the Revised 1993 Zoning Ordinance to implement a Comprehensive Sign Package that proposes changes to the permitted number and size of signs at the approximately 55,000 square foot existing Safeway grocery store building. The property is zoned PD-H3 (Planned Development-Housing), administered as PD-CC-CC (Planned Development-Commercial Center-Community Center), under the Revised 1993 Loudoun County Zoning Ordinance. The modification to the sign regulations applicable to a Planned Development District is authorized by special exception under Section 6-1511(B)(5) and is reviewed in accordance with Section 5-1202(E).

The subject parcel, containing the entire Sterling Plaza Shopping Center, is approximately 15.31 acres in the southeast quadrant of the intersection of East Maple Avenue (Route 1417) and South Sterling Boulevard (Route 846) at 22330, 22350, and 22360 South Sterling Boulevard, Sterling, Virginia, in the Sterling Election District. The area is governed by the policies of the Revised General Plan (Suburban Policy Area (Sterling Community)) and the Countywide Retail Plan, which designate this area for residential uses and which recommend a density of up to 4.0 dwelling units per acre.

The application proposes to increase the number of façade signs from two¹ to six, and the cumulative sign area from 167 to 216.727 square feet. Also proposed is the replacement of the existing 60 SF freestanding ground-mounted entrance sign with a smaller 49.7 SF sign, which does not exceed the Ordinance maximum sign area, in a new location. The application pertains to just the Safeway store, and does not include the rest of the shopping center.

¹ This does not include the two interior window signs noted by applicant – 12 SF SunTrust Bank and 4 SF Starbucks Coffee – which are not regulated by the Ordinance.

RECOMMENDATION

Staff cannot support the application because it does not meet the intent of a comprehensive sign package, being that it is one tenant in an existing multi-tenant shopping center. However, there is no legislative mechanism available for such single tenants to propose exceeding the by-right sign standards of the Zoning Ordinance.

The proportionality of Sign #2, both to Sign #1 and to the building façade – using the approved and installed Broadlands Village Center Safeway as a comparable example – should be reduced as suggested in this staff report.

If approved, proposed Conditions of Approval #4 would assure that, if and when the entire shopping center proposes a comprehensive sign package, the Safeway store would be included in it and have its' signage reviewed in that larger scope.

Beyond the above, staff has no issue with the smaller and relocated freestanding entrance sign, and finds the number of façade signs appropriate and an improvement over the existing signage.

SUGGESTED MOTIONS

1. I move that the Planning Commission forward ZMOD 2008-0013, Safeway Signs at Sterling Plaza Comprehensive Sign Package, to the Board of Supervisors with a recommendation of denial based on the Findings in the December 17, 2009 staff report.

OR,

2. I move that the Planning Commission forward ZMOD 2008-0013, Safeway Signs at Sterling Plaza Comprehensive Sign Package, to the Board of Supervisors with a recommendation of approval subject to the Conditions of Approval dated December 3, 2009, and based on the following Findings:

Vicinity Map



Directions: From Leesburg, take Route 7 east to Sterling Boulevard. Turn right and proceed approximately two miles to the Sterling Plaza shopping center on the left/south side of Sterling Boulevard, opposite Sterling Middle School and Bill Allen Field.

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I. APPLICATION INFORMATION

APPLICANT: Safeway Inc.
Joseph Sullivan, Construction Manager
4551 Forbes Blvd
Lanham, MD 20706
301-918-6500

OWNERS: Sterling Plaza Shopping Center LLC
Joseph Regar, Asset Manager
875 N Michigan Avenue, Ste 1800
Chicago, IL 60611-1818
312-944-3777

REPRESENTATIVES: Venable, LLP
Frank W. Stearns, Attorney/Agent
8010 Towers Crescent Drive, Number 300
Vienna, VA 22182
703-760-1956
fwstearns@venable.com

PROPOSAL: A Zoning Modification for a Comprehensive Sign Plan for a single tenant (Safeway grocery store) in the Sterling Plaza Shopping Center

The application was accepted for review on December 15, 2008.

LOCATION: 22350 Sterling Blvd., Sterling, VA 20164

TAX MAP/PIN #: TAX MAP: /81/F10////22A MCPI: 022-15-4155-000

ZONING: PD-H3 (Commercial administered as PD-CC-CC)

PROPOSED NON-RESIDENTIAL FLOOR AREA: N/A

SURROUNDING:	<u>ZONING</u>	<u>EXISTING LAND USE</u>	<u>PLANNED LAND USE</u>
NORTH	PD-H3	Park/School	Residential
SOUTH	PD-H3	Commercial Retail	Residential
EAST	PD-H3	Commercial Retail	Residential
WEST	PD-H3	Residential	Residential

ELECTION DISTRICT: Sterling

II. SUMMARY OF DISCUSSION

Topic/Issue Area	Issues Examined and Status
Comprehensive Plan	<ul style="list-style-type: none"> Comprehensive Sign Package is not comprehensive without entire shopping center party to the application. UNRESOLVED.
	<ul style="list-style-type: none"> Revise Sign #2 to dimensions similar to Sign #4. UNRESOLVED.
	<ul style="list-style-type: none"> Commit to being party to a Comprehensive Sign Package that involves the entire Sterling Plaza Shopping Center at the time that such application is applied for with the County. RESOLVED-Condition #4, Future Comprehensive Sign Package.
	<ul style="list-style-type: none"> Commit to details and specifics in Sign Package. RESOLVED-Condition #1, Substantial Conformance.
Zoning	<ul style="list-style-type: none"> Comprehensive Sign Package is not comprehensive without entire shopping center party to the application. UNRESOLVED.
	<ul style="list-style-type: none"> Multitude of citation corrections to Sign Matrix Table. RESOLVED, see revised Matrix, Tab D of the applicants sign package.
	<ul style="list-style-type: none"> Remove blade signs and clarify Broadlands signage. RESOLVED, blade signs removed and Broadlands an example illustrative.

Policy or Ordinance Sections Subject to Application
<u>Revised General Plan</u>
Planned Land Use Map
Countywide Retail Plan Amendment (Retail Plan); Service-Area Based Retail Policies
Chapter 5 / Built Environment Policies / Policy 1
Chapter 11 / Design Guidelines / B. Suburban Community Design Guidelines
Retail Plan, Design Guidelines, Building Placement and Design
Retail Plan, Design Guidelines, Signs and Lighting
<u>Revised 1993 Zoning Ordinance</u>
Article 8 – Definitions – Preamble (re: Webster's Unabridged Dictionary)
Section 5-1202 (E)(1) – Sign Regulations / General Provisions / Modification to Sign Regulations
Section 5-1202 (E) (3) – Sign Regulations / Submission Requirements
Section 5-1204(D)(3)(c) – Sign Regulations / Sign Requirements / Sign Requirements Matrix / Commercial / Office Signs / PD-CC-CC, Entrance Signs
Section 5-1204(D)(3)(d) – Sign Regulations / Sign Requirements / Sign Requirements Matrix / Commercial / Office Signs / PD-CC-CC, Tenant Signs
Section 6-1504 – Rezoning to Planned Development (PD) Districts / Modifications.
Section 6-1511(B)(5) – Rezoning to Planned Development (PD) Districts / Approved Changes to Concept Development Plan After Approval / Special Exception Change

III. FINDINGS FOR DENIAL

1. The application is inconsistent with the Revised 1993 Zoning Ordinance because it is not comprehensive in scope and it is inconsistent with other signs in the shopping center.
2. The application does not satisfy the public purpose to an equivalent degree compared to the Ordinance requirements, per Section 5-1202(E)(3)(c).
3. Proposed Sign #2 is disproportionally large for the façade section, and too large for its proximity to Sign #1, and should be reduced in size to that similar with proposed Sign #4.

IV. CONDITIONS OF APPROVAL (December 3, 2009)

Should the Commission wish to pursue the application, staff recommends the following conditions of approval, which are currently under review by the County Attorney, and an update of that review will be provided at the public hearing.

1. Substantial Conformance. Sign materials, colors, size, height, location, number, and lighting shall be provided in substantial conformance with the Safeway at Sterling Plaza Comprehensive Sign Package dated November 13, 2009. Approval of this application does not relieve the Property of any Zoning Ordinance, Codified Ordinance, or any other requirement. In the event of a conflict between the approved Comprehensive Sign Plan and the Zoning Ordinance, the provisions of the Zoning Ordinance shall supersede the approved Comprehensive Sign Plan. As used in these conditions, "Applicant" includes the owner of the Property subject to this Zoning Modification approval, its successors, and parties developing, establishing or operating the approved zoning modification.
2. Lighting. No animation, neon, or moving lights shall be permitted. Signs shall be backlit and shall contain no exposed lighting elements. No sign illumination shall spill upward or reflect or cast glare onto adjacent properties or roadways.
3. Zoning Permits - No sign shall be erected without first obtaining a zoning permit.
4. Future Comprehensive Sign Package for Sterling Plaza Shopping Center. At the time that the property owner of the Sterling Plaza Shopping Center applies for a comprehensive sign package zoning modification, or the equivalent procedure under the then existing Zoning Ordinance, the Applicant shall be party to that application and have the signage in place at that time subject to that application.

The foregoing shall not apply to requests for signs permitted by the Zoning Ordinance in effect at the time of the future application. Should the Zoning Ordinance be amended so as to not mandate a comprehensive sign package or similar uniformity requirements, this condition will no longer be operative.

V. PROJECT REVIEW

A. Context

The requested Zoning Ordinance Modification (ZMOD) by Safeway, Inc. is to specifically modify Section 5-1204(D)(3) of the Revised 1993 Loudoun Zoning Ordinance in order to increase the sign area for its building façade (up to 216.727 SF) and allow more than three signs per façade (with six signs). The application also includes the replacement of the existing 60 SF freestanding entrance sign with a 49.7 SF sign located further east along Sterling Boulevard. The subject store is located in the existing Sterling Plaza Shopping Center on the southeast corner of East Maple Avenue and Sterling Boulevard in the Sterling Community of the Suburban Policy Area. The site is zoned Planned Development Housing (PD-H3), as is the entire surrounding planned community of Sterling Park, but is administered as PD-CC(CC) (Planned Development–Commercial Center, (Community Center)). The shopping center was developed pursuant to SPEX-1986-0018 (Sterling Plaza) and ZMOD-1999-0004 (Sterling Plaza, Lot 22A).

The applicant seeks to upgrade the existing “by-right” signage with the new “nationally recognized signs and logos” being installed at all Safeway stores. The primary issue with the application, which was noted in the pre-application conference with the applicant, is that this is not a comprehensive sign package request because it is only for one tenant in a multi-tenant shopping center. The applicant attempted to have the shopping center owner, McCaffery Interests, consider becoming party to this application or submit a sign package application itself that would include the Safeway store. After consideration, McCaffery chose to not undertake either option at this time, but indicated that in the future, should they submit a comprehensive sign package application, it would be their intention to include the Safeway store as part of that application; see Attachment 4. At the applicant’s request as means of resolving this issue, condition of approval (#4) has been provided that aims to commit the Safeway store to be a part of that future sign package application.

B. Summary of Outstanding Issues

There are two (2) outstanding issues that are recommended for further review by the Planning Commission:

1. The application lacks the comprehensive approach envisioned by the Zoning Ordinance, as it is for a single tenant in a multi-tenant building in a multi-building shopping center.
2. Proposed Sign #2 should be amended to either: (1) remove the “Safeway” text and provide just the logo “S” of a size comparable to proposed Sign #4, or; (2) reduce the size of the “Safeway” text to completely fit under the logo “S” exactly as is done at the Broadlands Village Center Safeway store², with the logo “S” maintaining its current proposed dimensions. See page 16 for further discussion.

² See Tab I of the applicant’s attached Comprehensive Sign Package.

C. Overall Analysis

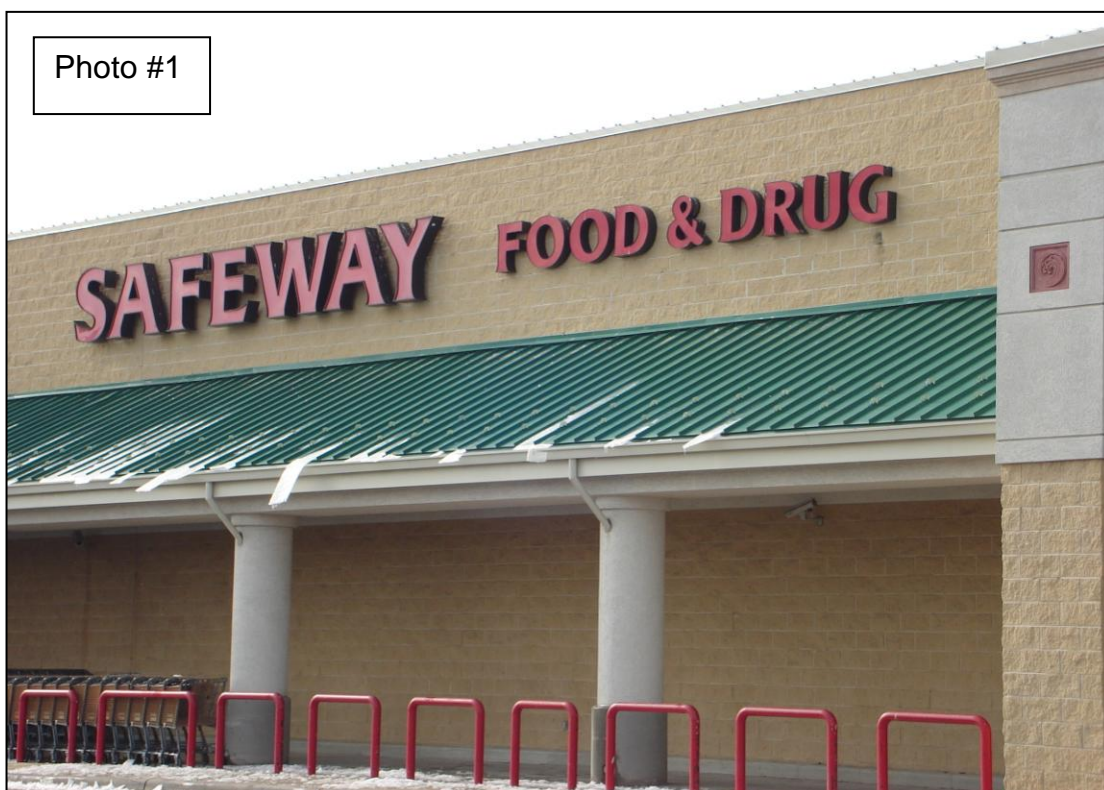
Comprehensive Plan

The subject property is designated by the Revised General Plan for Residential uses *with commercial components*. The retail policies of the Countywide Retail Plan Amendment ('Retail Plan') also apply, which specify that buildings within a multi-building retail center should exhibit a unity of design by using similar elements such as rooflines, materials, window arrangement, location of signage and architectural details. The Retail Plan specifies that signs for commercial center tenants should be an integral part of the overall center design with a unified graphic design scheme. The lack of a comprehensive proposal for signs that includes the tenants in the same building is contrary to the intent of County sign policies and the purpose of the zoning modification.

Existing Signage / Regulations

As noted in the pre-application notes, the sign approvals for the existing signage were based on the sign regulations for the PD-CC-SC (small regional center) zoning district, which was incorrect (it is zoned PD-CC-CC – community center). The Zoning section of this staff report details the differences between the two zoning districts regarding the existing signage.

Building Mounted Signage - The current sign area consists of a 104 SF "Safeway" sign and 63 SF "Food and Drug" sign which are side-by-side on the façade over the walkway between the two entrances to the store; see Photo #1. There are also two signs on windows of the store – a 12 SF "Sun Trust Bank" sign and a 4 SF "Starbucks Coffee" sign – but neither are regulated by the Ordinance and thus should not be considered part of the existing signage for comparison purposes. Therefore, the building facade currently has only two signs totaling 167 SF of signage area.



Freestanding Entrance Sign – the existing sign along Sterling Boulevard totals 60 SF, and only notes the name of the shopping center and the Safeway store; see Photo #2. The shopping center signage, including the Safeway store, consists mainly of solid square red capital lettering, with only a few tenants having any proprietary font, design, or color scheme; see Photo #3.



Proposed Signage

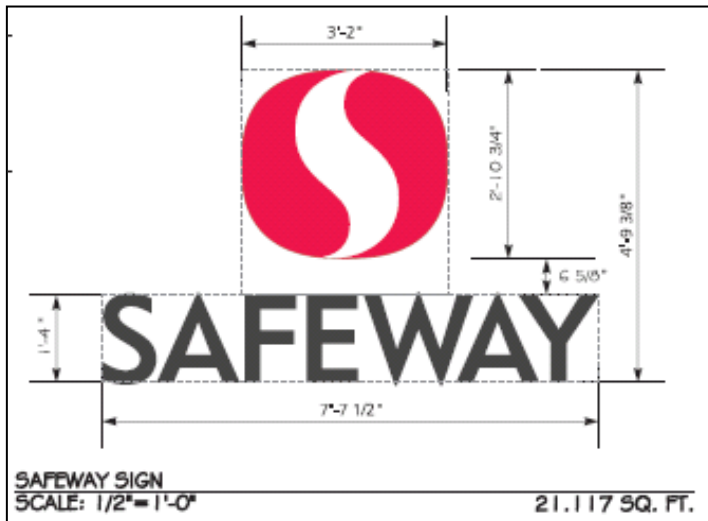
The proposed sign package is for six (6) store façade signs and one (1) freestanding entrance sign, replacing the existing signage previously noted. The table below discerns the differences in requested signage from that currently in place.

	Proposed Signage (sf)	Existing Signage (sf)	Difference
Sign #1	126.5	167.0	19.5
Sign #2	21.117	---	21.117
Sign #3	16.66	---	16.66
Sign #4	16.0	---	16.0
Sign #5	17.6	---	17.6
Sign #6	18.85	---	18.85
Total Façade Signage Area	216.727	167.0	+ 49.727
Sign #7	49.6	60.0	- 10.4
Overall Sign Package Signage Area	266.327	227.0	+ 39.327

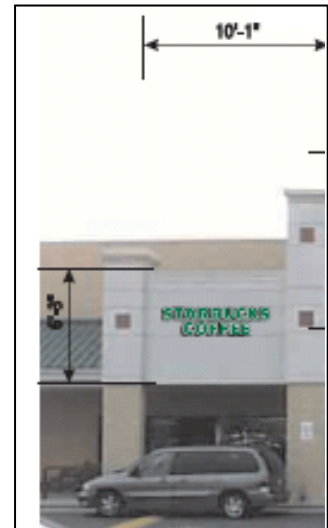
Sign #1 – The new corporate “Safeway” text and circle logo, totaling 126.5 SF, would replace the existing text and logo sign (167 SF) on the façade.



Sign #2 – The new corporate “Safeway” text and circle logo, totaling 21.117 SF, would go over the ‘main’ entrance in the peaked façade.



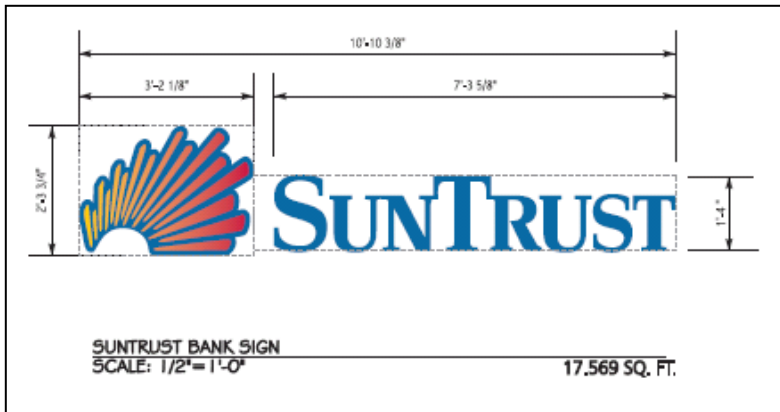
Sign #3 – The corporate “Starbucks Coffee” sign, totaling 16.66 SF, would go on a small overhanging façade face to the left of the main entrance.



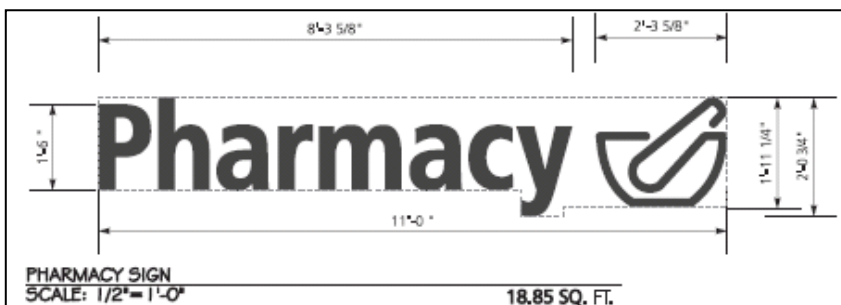
Sign #4 – The “Signature Café” sign, totaling 16.0 SF, would go in the center of the smaller peaked façade over the secondary store entrance, which measures 18’-4”.



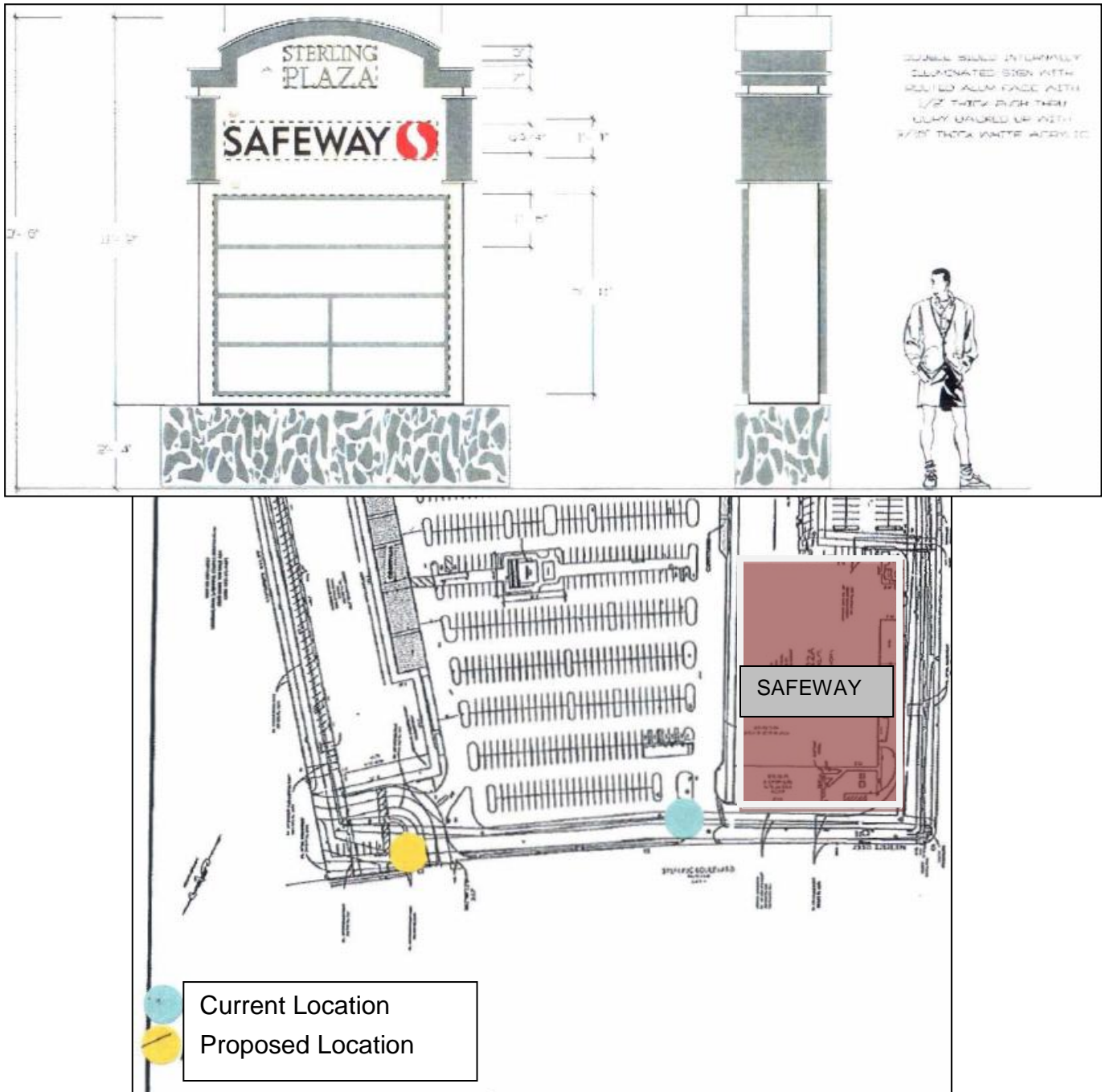
Sign #5 – The corporate “Sun Trust Bank” text and logo sign, totaling 17.6 SF, would go on a small over-hanging façade face to the right of the secondary entrance.



Sign #6 – A generic “Pharmacy” text sign, totaling 18.85 SF, would go on the main building façade to the far right of the main entrance.



Sign #7 – A new freestanding entrance sign, totaling 49.6 SF – to replace the existing 60 SF sign - is proposed to be located farther east along Sterling Boulevard in a more central location in front of the Sterling Plaza Shopping Center, which would provide better visibility for vehicles travelling in both directions. The owners of the shopping center, McCaffery Interests, would be installing this new freestanding sign, and not the applicant. This sign would be internally lit, 13.6 feet tall, and have spaces for up to eight (8) tenant names to be displayed below the anchor Safeway signage and the center's name. This sign is less than the total aggregate signage area allowed per Section 5-1204(D)(3)(c) – 60 SF – but exceeds the 20 SF maximum area of any one sign by 29.6 SF.



Zoning

Permitted Signage

Section 5-1204(D)(3) of the Revised 1993 Zoning Ordinance provides the allowable signage for the PD-CC-CC district; see the Sign Matrix provided by the applicant – Tab D of the attached Comprehensive Sign Package. The Ordinance allows the following:

Building Mounted Signage, Section 5-1204(D)(3)(d)

- Aggregate Sign Area: two (2) square feet (SF) per linear foot of building frontage, not to exceed 60 SF (the Safeway building frontage is over 170', so in this application, up to 60 SF is permitted).
- Number of Signs: one (1) per façade, not to exceed three (3) signs³.
- Permitted Area of Any One Sign: sixty (60) square feet (SF) maximum.
- Illumination: back- or white-light.

Ground Mounted Entrance Signs, Section 5-1204(D)(3)(c)

- Aggregate Sign Area: sixty (60) square feet (SF) maximum.
- Number of Signs: one/vehicular entrance, no more than three (3) signs.
- Permitted Area of Any One Sign: twenty (20) square feet (SF) maximum.
- Illumination: back- or white-light.
- Maximum Height: fifteen (15) feet.

As previously noted, the existing signage was incorrectly permitted under the provisions of the PD-CC-SC (small regional center) in Section 5-1204(D)(3)(e) and (f). The primary differences are:

- Per Section 5-1204(D)(3)(e) (for PD-CC-SC) → Entrance signs are limited to one per vehicular entrance and up to 60 SF; this is why the existing 60 SF entrance sign was permitted by-right, but would not have met the CC district regulation regarding any one sign not exceeding 20 SF.
- Per Section 5-1204(D)(3)(f) (for PD-CC-SC) → Tenant signs⁴ are limited to 60 SF aggregate area, 1/façade - no more than 3, and 20 SF maximum area of any one sign; the latter is one-third the 60 SF allowed in the CC district.

Proposed vs. Permitted Signage

By proposing 216 SF of façade signage area, the applicant is seeking 3.6 times the allowed area; with 6 façade signs on one tenant façade⁵, the applicant is seeking six times the allowed number of signs. The proposed entrance sign (49.6 SF) exceeds the area per any one sign by 29.6 SF, but is smaller than the maximum aggregate sign area (60 SF) allowed.

³ The Ordinance is written to accommodate a freestanding building that may have multiple facades – a front and two sides. The Safeway has one façade – the front – and thus the Ordinance would allow one(1) sign for the one façade.

⁴ For Freestanding Building with up to 4,000 SF floor area; Safeway is not 'freestanding', and far exceeds this floor area limit.

⁵ See Footnote #3.

Section 6-1504 of the Ordinance considers modifications to Planned Development (PD) districts, and states that “no modification shall be approved unless the Board of Supervisors finds that such modification to the regulations will achieve an innovative design, improve upon the existing regulations, or otherwise exceed the public purpose of the existing regulation.” Achieving an innovative design with the proposal is questionable; the proposal does improve upon the existing signage, but Sign #2 is too large as proposed; the public purpose of the regulations is to provide adequate signage to alert customers to the tenant, which is increased with the proposal.

As previously noted, the primary zoning issue is that the application is not comprehensive in nature and only pertains to one tenant in a multi-tenant and multi-building shopping center, thereby not fulfilling the intent of a comprehensive sign package creating a unity of design for the entire district (which in this case is the entire shopping center, zoned PD-CC-CC).

Comparison with Broadlands Village Center Safeway Store

During staff review of the application, a comparison to the relatively new Safeway store at the Broadlands Village Center in Ashburn was made regarding the scale of that signage to the amount of façade that that store had. The applicant responded to this, in the submission dated October 30, 2009, with a sketch drawing of that façade and the size of those existing signs (see Tab I of the applicant’s attached sign package). To bring about a better proportional scale of proposed Signs #1 and #2 to one another, and using the appearance of the two similar signs in place at Broadlands, it is suggested that the applicant make either of the below changes for proposed Sign #2:

- (1) remove the “Safeway” text and provide just the logo “S” of a size comparable to proposed Sign #4 (which is 16 SF), or;
- (2) reduce the size of the “Safeway” text to completely fit under the logo “S” exactly as is done at the Broadlands Village Center Safeway store, with the logo “S” maintaining its current proposed dimensions or increasing in size to that of proposed Sign #4 (16 SF).

Comparison with Previously Approved Sign Packages

As shown in Section VII. of the staff report, there are several approved comprehensive sign packages with comparable signs to that proposed with this application, though they were for multi-tenant shopping centers, while this application is for only one anchor grocery store.

- Lansdowne Village Greens – For in-line anchor or large freestanding retail, which approximates what the Safeway store is in Sterling Plaza – it allowed up to 295 SF of total sign area, which is 79 more than the 216 SF being requested by Safeway. It allowed any one sign to be up to 85 SF, whereas the largest sign being requested by Safeway is 41.5 SF larger (at 126.5 SF). The maximum number of signs was 8 per building, where Safeway is requesting 6 for its one facade.
- Village Center at Belmont Green – Tenant signs for freestanding anchors greater than 15,000 sf – which is similar to the Safeway grocery store, though it is not freestanding – were approved for 624 SF of total aggregate sign area, which is 408 SF more than the 216 SF being requested by Safeway. It allowed any one sign to be up to 200 SF,

whereas the largest sign being requested by Safeway is 73.5 SF less (126.5 SF). The maximum number of signs permitted was 6, equal to that proposed by Safeway.

- Broadland Village Center – For (anchor store – Safeway) tenant signage and sub-tenant signs (ie, Starbucks within the Safeway), a maximum of 300 SF, with 100 SF for the largest single tenant (in this case, Safeway), was approved. Eight (8) total signs- four (4) for the anchor (Safeway) and four (4) for the sub-tenants – were approved. Sub-tenants without a dedicated exterior entrance were limited to one exterior façade sign, at no more than 30 SF per sign. This approved sign plan is slightly more building façade signage - 84 SF and two (2) more signs – than what this application is requesting. It also had one 160 SF ground-mounted freestanding sign approved, which is 110.4 SF greater than being proposed by Safeway.

Attached as Attachment (6.) is a matrix table that compares this application with these similar and recently approved comprehensive sign plans/packages, and are separated based on their being subject to the 1972 Zoning Ordinance or Revised 1993 Zoning Ordinance. Note that the tenant signs vary by floor area of the tenant space.

D. ZONING ORDINANCE CRITERIA FOR APPROVAL

Section 6-1310 states "... (i)in considering a special exception application, the following factors shall be given reasonable consideration, to the extent applicable, in addition to any other standards imposed by this Ordinance ..."

- (A) *Whether the proposed special exception is consistent with the Comprehensive Plan.*

The proposed sign package is not consistent with the Plan, which specifies that buildings within a multi-building retail center should exhibit a unity of design by using similar elements such as signage.

- (B) *Whether the proposed special exception will adequately provide for safety from fire hazards and have effective measures of fire control.*

Not applicable.

- (C) *Whether the level and impact of any noise emanating from the site, including that generated by the proposed use, negatively impacts the uses in the immediate area.*

Not applicable.

- (D) *Whether the glare or light that may be generated by the proposed use negatively impacts uses in the immediate area.*

Not applicable.

- (E) *Whether the proposed use is compatible with other existing or proposed uses in the neighborhood, and adjacent parcels.*

The proposed standard corporate signage package will exceed the Ordinance standards, which the rest of the shopping center currently adheres to. The proposal would work against a unifying design theme for the center.

- (F) *Whether sufficient existing or proposed landscaping, screening and buffering on the site and in the neighborhood to adequately screen surrounding uses.*

Not applicable.

- (G) *Whether the proposed special exception will result in the preservation of any topographic or physical, natural, scenic, archaeological or historic feature of significant importance.*

Not applicable.

- (H) *Whether the proposed special exception will damage existing animal habitat, vegetation, water quality (including groundwater) or air quality.*

Not applicable.

- (I) *Whether the proposed special exception at the specified location will contribute to or promote the welfare or convenience of the public.*

The proposed standard corporate signage package may improve visual recognition of the store and assist customers in locating the store.

- (J) *Whether the traffic expected to be generated by the proposed use will be adequately and safely served by roads, pedestrian connections and other transportation services.*

Not applicable.

- (K) *Whether, in the case of existing structures proposed to be converted to uses requiring a special exception, the structures meet all code requirements of Loudoun County.*

Not applicable.

- (L) *Whether the proposed special exception will be served adequately by essential public facilities and services.*

Not applicable.

- (M) *The effect of the proposed special exception on groundwater supply.*

Not applicable.

- (N) *Whether the proposed use will affect the structural capacity of the soils.*

Not applicable.

- (O) *Whether the proposed use will negatively impact orderly and safe road development and transportation.*

Not applicable.

- (P) *Whether the proposed special exception use will provide desirable employment and enlarge the tax base by encouraging economic development activities consistent with the Comprehensive Plan.*

The proposed standard corporate signage package could result in increased recognition and patronage of the existing Safeway store.

- (Q) *Whether the proposed special exception considers the needs of agriculture, industry, and businesses in future growth.*

Not applicable.

- (R) *Whether adequate on and off-site infrastructure is available.*

Not applicable.

- (S) *Any anticipated odors which may be generated by the uses on site, and which may negatively impact adjacent uses.*

Not applicable.

- (T) *Whether the proposed special exception uses sufficient measure to mitigate the impact of construction traffic on existing neighborhoods and school areas.*

Not applicable.

VI. ATTACHMENTS		PAGE #
1. Review Agency Comments		
a. Planning, Comprehensive Planning	(11-09-09, 05-14-09, 01-20-09)	A-01
b. Building and Development, Zoning Administration	(11-04-09, 05-04-09, 01-14-09)	A-11
2. Applicant Submission – Statement of Justification	(revised dated 11-13-09)	A-17
3. Applicant Submission – Response to Referral Comments	(11-13-09, 10-30-09, 04-01-09)	A-21
4. Applicant Submission – Letters, McCaffery Interests	(11-13-09, 02-24-09)	A-29
5. Applicant Submission – Disclosure of Real Parties in Interest /Reaffirmation	(signed 11-16-09)	A-35
6. MATRIX – PREVIOUSLY APPROVED COMPREHENSIVE SIGN PLANS		
Applicant Submission - Safeway Signs at Sterling Park Comprehensive Sign Package (11-13-09)		Attached
• Response to 2 nd Referral Comments	(10-30-09)	Tab A
• Response to 3 rd Referral Comments	(11-13-09)	Tab B
• Statement of Justification	(revised 11-13-09)	Tab C
• Comprehensive Sign Zoning Matrix	(revised 11-13-09)	Tab D
• Letter, Morgan Ziegenhein, McCaffery Interests	(11-13-09)	Tab E
• Sign #1 – Safeway text and Logo		Tab F
• Sign #2, Sign #3, and Sign 6 – Safeway text and Logo, Starbucks Coffee, Pharmacy		Tab G
• Sign #4, Sign #5 – Signature Café and Suntrust Bank		Tab H
• Illustrative Purposes Only – Broadlands Village Center Safeway grocery store signage.		Tab I
• (unmarked) Sign #7 – Freestanding Entrance Sign (Existing & Proposed)		Tab J